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**News for
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News

For South
Carolina Libraries

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South Carolina's Public Library Administrators Win National Award for Advocacy

WebJunction has named the South Carolina Association of Public Library Administrators (APLA) the grand prizewinner of its first ever award for Sustainability. The Sustainability Award recognizes innovative programs, strategies, or partnerships for securing funding and other resources for the support of public access to technology. APLA was first recognized as the winner for Sustainability in its peer group (libraries/organizations serving more than 250,000 people) in April 2004, and then competed against other winners for the top prize. The award was presented to APLA at a reception at the American Library Association's Annual Conference in Orlando, FL, on June 25, 2004.

The South Carolina State Library nominated APLA for the award in recognition of the group's very successful advocacy efforts over the past fiscal year. In 2003, APLA organized workshops for public library trustees, friends, and directors that provided information on effective advocacy strategies, established a phone tree for the quick dissemination of critical legislative information, and created a legislative calendar to encourage directors and trustees to contact their legislative delegations throughout the year.

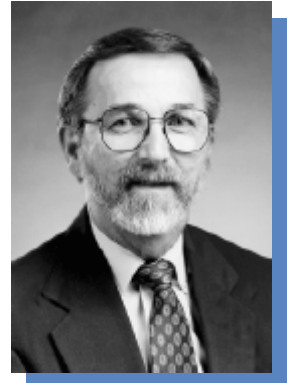
APLA also established a partnership with the Friends of South Carolina Libraries and worked closely with the University of South Carolina's School of Library and Information Science on an economic impact study of public libraries in South Carolina. Results of the study should be available in the fall of 2004. These partnerships are crucial to gaining public and legislative support for public library services.

State Librarian Jim Johnson, who nominated APLA for the award, had this to say about the grand prize win, "I am proud of the advocacy efforts of South Carolina's public libraries. It was our hope that the legislative workshops held last fall would energize librarians, trustees, and friends to become more active. The accomplishments so far indicate that increased legislative activity does indeed lead to increased funding."

(cont'd on page 2)

FROM THE DIRECTOR.....

James B. Johnson, Jr.



Last fall, the State Library and the Association of Public Library Administrators (APLA) began a coordinated campaign to inform Governor Sanford and members of the General Assembly of the needs of public libraries. When this campaign began, it appeared that public libraries and the State Library were in for another year of major budget cuts. Due to the efforts of Todd Stephens, APLA's President, and Dwight McInvaill, APLA's Legislative Chair, and others, we experienced our best legislative year in a long time. Everyone is to be congratulated for a job well done.

We managed to have lottery funds for public libraries increased from \$1.5 million to \$3 million. There is also a provision that provides an additional \$2.3 million from FY04 lottery surplus funds. This would increase our funds from \$1.5 million to \$5.3 million in one year—an astounding accomplishment! In addition, the General Assembly has agreed that public libraries can use up to half of their lottery funds for library materials with the balance to be used for technology. \$100,000 of these funds has been earmarked for State Library technology needs.

While State Aid was reduced to 82 cents per capita, a one-time increase of 14 cents is possible if the Department of Revenue is successful in improving tax collections.

After several years with no state funds for materials, the State Library received \$200,000 for its materials collection. It also received \$15,000 to convert the Talking Book Services' recording program from analog to digital format.

What began as a year when we fully anticipated a 12% budget cut or greater, ended with a more manageable 7.8% cut. If the Department of Revenue funds materialize, the cut will only be .006%.

We cannot rest on our laurels. The first order of business is to thank legislators for their efforts on behalf of public libraries and the State Library. I will be meeting shortly with Stephens, McInvaill, and Yolanda McCormick, APLA's new president, to discuss strategies for the FY06 budget. Stay tuned and thanks for your help.

SC's Public Library Administrators....cont'd from page 1

WebJunction is an online information sharing community of libraries and other agencies led by the Online Computer Library Center, Inc. (OCLC), a non-profit, computer library service and research service with a membership of more than 45,000 libraries worldwide. WebJunction's annual Awards program highlights the extraordinary work of libraries in the United States, Tribal and First Nations, and Canada that are committed to providing public access to technology and information in their communities.

For more informaton on APLA, see www.statelibrary.sc.gov/apla.



Florence County Library Opens New Headquarters



Drs. Bruce and Lee Foundation Library

On June 14, 2004, the Florence County Library System (Florence, S.C.) officially opened the doors of its new 83,000 sq. ft. facility, which is named for the Drs. Bruce and Lee Foundation. At the ribbon cutting ceremony held the previous week on June 6, Governor Mark Sanford observed that the new library is a "truly magnificent architectural structure," and called it a "gateway to education." He said, "When you walk through the doors of this library, you are entering a gateway to becoming a better individual, to learning more and to doing a better job at whatever it is you choose to do in life."

The new building sits at 509 S. Dargan Street, site of the former Carolinas Hospital System. Its Ionic and Corinthian columns and limestone exterior create a classical structure that is sure to be a monumental architectural feature in the community for decades to come, but the library is far more than just a beautiful building. The new facility has shelving for 260,000 books and seating for 250 people. The meeting room can accommodate up to 200 people. There are 150 computers available for public use throughout the library, including 30 in the state of the art computer training room. There are 7 individual study and tutoring rooms with satellite downlinks, making it possible to access educational programming and televised classes from all over the country. There are also 6 public desks to serve patrons: Children's Room, Circulation, Internet Access, Reader's Advisory, Reference, and South Carolina Room. The Children's Room is 12,000 square feet and has its own programming room. The South Carolina Room is climate controlled, with a fireproof vault for the housing of rare and valuable materials.



Governor Mark Sanford speaks to a crowd of 500+ at the ribbon cutting for the new library on June 6



Two library patrons investigate new computers in the Internet Access area on the second floor after the ribbon-cutting ceremony

These new features mark a significant change for a staff grown accustomed to the 30,000 square feet the library operated in for more than 20 years, even more so from the 15,000 square feet that housed the library from 1925-1978.

The Drs. Bruce and Lee Foundation of Florence contributed \$10.6 million toward the overall \$16.9 million price tag. "Personally, I just felt the new library was a community project that would have an effect on all people across the city and the county," said Dr. John Thomason, vice chairman of the Foundation, in an interview with the Florence *Morning News*. Florence library director George Hobeika said that without the generous contribution of the Foundation, the new library could not have been achieved. The building is named the Drs. Bruce and Lee Foundation Library in honor of the contribution.

For more information about the Florence County Library, visit www.florencelibrary.org.



DISCUS Technical Toolbox - Tools for You!



- How do I begin troubleshooting DISCUS technical problems?
- How should I link to DISCUS from my library/school Web site?
- Where can I find DISCUS and database logos for my Web pages and handouts?
- What are the technical requirements for accessing DISCUS?

Visit the **Technical Toolbox** area of the DISCUS Web site to find answers to these and other technical questions about DISCUS.

Troubleshooting Tips for Library Staff helps frontline library and media center staff with the basics of identifying and solving access problems for themselves and their users. Web Link Instructions detail the guidelines, instructions and options for linking to DISCUS from school, college and public library Web sites. These instructions include links to various sizes and formats of the DISCUS logo and database logos for use on Web pages and in printed materials.

Check the *Technical Requirements for Access to DISCUS Databases* to help insure that all school and library PCs are able to access the databases and take full advantage of their multimedia and special features. The site also guides DISCUS users, library and media center staff, and DISCUS contact persons in where to go for more help.

A work in progress, the **Technical Toolbox** will be further developed based on input from library and school staff and their users. Please send suggestions for information or resources you wish to see added to: DISCUSoffice@leo.scsli.state.sc.us



For more information about DISCUS, visit the DISCUS web site: <http://www.scdiscus.org> or contact: Mary Bull, DISCUS Project Director, (803) 737-7736 or email: mary@leo.scsli.state.sc.us



Preparing for the Future: Talking Book Readers and Digital Books

Today's technology options have eclipsed analog cassette technology, but the majority of talking books produced by the National Library Service for the Blind and Physically Handicapped (NLS) are analog cassettes that are played on NLS-distributed specialized cassette players. However NLS plans to introduce digital playback devices within the next 5 years.

To make an effective transition, NLS staff must anticipate, and proactively address, problems talking book readers may have using digital equipment, identify possible barriers to user acceptance, and design the new equipment so it will address the needs of its customers. To facilitate the planning process, NLS commissioned a national talking book reader user survey.

Using disproportionate stratified random sampling, NLS surveyed talking book readers in these age groups: young adulthood, middle-age, early-to-mid old age, and late old age (85 and older). Major findings included information about (1) subscribers' background characteristics and technology use and (2) their experiences with the Talking Book service and playback machine.

Because of a low respondent cooperation rate and because of having to generalize the findings to the larger population from which the sample was drawn, NLS has concerns about the overall survey findings. Nevertheless, the survey revealed many implications for designing the new digital playback device and for preparing the NLS customer for its use. A summary of the findings follow:

- ♦ The NLS user population is primarily Caucasian, middle-aged and elderly people with late-onset serious vision loss and modest incomes. Use of high-tech devices is more common among

younger than older talking book readers, indicating that interest in NLS' forthcoming digital playback machine is likely to increase over time.

- ♦ Current barriers to the use of computers and other high-tech devices include low income, inaccessibility, and generational issues that suggest a lack of exposure.
- ♦ Across age groups, NLS is the primary source of playback equipment, and the NLS cassette player is the playback device talking book readers use most often. Similarly, their Talking Book Library is the primary source of reading material.
- ♦ Top priorities for the new playback device are: having a smaller or lighter playback machine; the ability to find one's place after having fallen asleep and better sound quality than now experienced at normal speed with the NLS cassette player.

NLS concludes that for retirement-age subscribers, most of whom neither own nor use a computer, the digital device might be very intimidating. NLS is considering a multi-pronged preparation effort that considers the needs of these three primary groups of users: technologically savvy talking book readers who are already interested in features like word spelling and navigational aids; those who like their machine just the way it is; and those likely to actively resist the new equipment, including those who are inclined to be suspicious or fearful of technology.

This article is based on the final report of the NLS patron survey that was conducted in the fall of 2003. The complete report is available on the NLS web site <http://www.loc.gov/nls/technical/patronsurvey2003/>.



Library Programs Reach Out to Citizens in Different Ways



Several library staff members greeted guests in period costume. Left to right: Amy Brucksch, Greenville Library Director Beverly James, Gil Garrett, April Morris and Anna Cox.

A Look at the Past

The Greenville County Library System was recently honored with a visit from Queen Elizabeth in the form of "Elizabeth I: Ruler and Legend," a traveling exhibit visiting 40 libraries in the United States. The exhibit was on display at the Hughes Main Library in downtown Greenville April 30 – June 11. A kick off VIP reception featured Elizabethan music by staff member Amy Brucksch on classical guitar and five staff members greeting guests in period costume.

In conjunction with the exhibit, the library system sponsored 17 programs including lectures, music and drama performances, children's activities and student presentations. An extensive Elizabeth I section on the website was also created and included a program schedule, photos, links and resources for all ages.

Exhibit programs received support from Furman University professors and Bob Jones University, which provided costumes for employees as well as loaning the library system a rare book and period costume for display. Performers featured throughout the exhibit included The Rossignol Duo, the Bob Jones University Classic Players, the Jasmin Recorder Consort and the Vox Angeli Singers. More than 500 people attended the exhibit programs. "Elizabeth I: Ruler and Legend" was sponsored through the National Endowment for the Humanities and developed by the American Library Association and the Newberry Library of Chicago.

Down on the Farm

The thirty-three children who attended the Saluda County Library Summer Reading kick-off event were treated to an animal-themed storytime and a ride on Sparkplug, a donkey owned by library board member Glenn Corley and his wife Cindy. The children also had a chance to participate in a donkey-calling contest with Patches, another of Corley's animals.

It was a grand time for everyone, and the success of the program has inspired Saluda's new library director Anne Misheau to plan other animal-related programming for the summer, including visits from goats, piglets, and chickens at future summer reading events. Ms. Misheau also plans an adult program featuring the PBS documentary, "The Natural History of the Chicken," capitalizing on the strength of poultry as an industry in the county.



Two young library patrons enjoy a gentle ride on Sparkplug as owner Cindy Corley leads.



NEWSWORTHY



Alleene Holland, First Steps librarian at the **Richland County Public Library**, has received the Distinguished Service Award from the South Carolina Association of School Librarians (SCASL). A graduate of the University of South Carolina's School of Library and Information Science,

Holland is a retired media specialist with Lexington School District Two and has worked with RCPL since 2002. A founding member and past president of SCASL, she remains very active in the organization. Presented at the organization's annual conference in Greenville, this award recognizes an individual or organization for contributions to SCASL or school media programs throughout South Carolina.

Ms. Elaine Martin is celebrating her 40th year as a staff member of the **Laurens County Public Library**. She spent her first 25 years at the library as the Bookmobile Librarian before moving into her current position as Local History Librarian. Ms. Martin's service was officially recognized at a reception on June 27, 2004.

The **Chester County Public Library** has received a \$15,000 grant from the Anna E. and C. Herbert Lutz Foundation. These funds will be used to upgrade the library's computer system.

Ms. Katherine Cooper Shaw of the **Dillon County Library** was awarded the My ETV Innovation Award for Early Childhood Instruction. The award is given to those who use ETV's satellite, broadcast, and radio resources in serving the educational needs of South Carolina. Ms. Shaw was recognized for hosting Ready to Learn workshops on effective use of television for caregivers of very young learners.

Midway Elementary School students came to **Lexington County Library** for Midway @ Main on April 20 and were treated to Marionette Theater's production of Alice in Wonderland. The families also took a tour of the library and got a summer reading program commercial via the promotional tape that Jane Connor provided by our GA partner. In May the tables were turned when Lexington Main's Michelle Williams and the Bookmobile visited Midway Elementary to invite children to Step to the Beat and Read during the summer reading program.

The **Friends of the Spartanburg County Public Libraries** held their annual meeting on April 20 and named **Rep. Lanny Littlejohn** as their Friend of the Year for his assistance in allocating more lottery money for public libraries. Renowned author Clyde Edgerton delighted attendees with blues and folk



Clyde Edgerton reads from his latest book

music from his band, the Rank Strangers, as well as a reading from his new book, *Lunch at the Piccadilly*.



SC State Archives' Digital Collections Available Online



The SC Department of Archives and History (SCDAH) is pleased to announce the online availability of selected historical records from its holdings. The production of these digital resources has been made possible through funding provided by a Library Services and Technology Act (LSTA) grant from the Institute of Museum and Library Services administered by the South Carolina State Library. The SCDAH's digital scanning thus far has resulted in the availability of nearly 10,000 Confederate Pension Applications, 1919-1938, nearly 3,000 School Insurance File Photographs, 1935-1952, and selected county National Register of Historic Places file photographs. These materials are accessible through the Archives' Website at: <http://www.state.sc.us/scdah/pilotintro.htm>.

SCDAH staff members are now scanning Grand Jury Presentments to the General Assembly, 1783-1877, which should be available online by late summer 2004. Other SCDAH holdings will be scanned for online access as staff and other resources permit. For further information about the SCDAH digital imaging program, contact J. Bryan Collars (collars@scdah.state.sc.us).

Have information you'd like to share with South Carolina's libraries? Send items to Felicia Vereen:
feliciav@leo.scsl.state.sc.us
(please note *News for SC Libraries* in your subject line).

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Talking Book Services: www.statelibrary.sc.gov/bph

DISCUS: www.scdiscus.org

Palmetto Book Alliance: www.palmettobookalliance.org

SC Reference Room: www.state.sc.us/scsl/refdesk

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